

PROJECT ORIENTStage I - In-Depth Individual Interviews and Focus Groups

Upscale menthol and non-menthol 100's smokers
1 group males, 1 group females, 15 in-depths
All 25-54 - 50% male/50% female
All Box users or "Box Prone"
Interviews to be conducted at 120 Park
3 pack designs in blue plus flip top box in white (as a reference)
Packs will contain unidentified B&H Ultra
Packs due week of December 5

Stage II - In Home Placement (Door-To-Door) Telephone Callback

100 completed interviews among non-menthol 100's smokers
Upscale
Each smoker receives 2 shoulder box and 2 flip top box
All 25-54 - 50% male/50% female
All box users or "Box Prone"
Respondents will be given a lottery ticket after completing the interview
In the placement interview, participants will be told the cigarettes are
identical and given a ballot to complete

Stage III - Identified Product/Concept Test For Dunhill and Cartier

300 placement interviews among non-menthol 100's smokers -
150 Cartier/150 Dunhill
Upscale
Each respondent will receive 1 pack of cigarettes
All 25-54 - 50% male/50% female
All box users or "Box Prone"
Packs will have full graphics (which have not been decided upon)
Cigarettes will be Players 100's non-menthol reconstructed to 94 mm
length, unidentified - gold rings with white tipping paper 24.0
circumference

type of label
needed

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